

ExporTech Client Story

***intelli*Tech, Inc.**

Westminster, Maryland

Company Profile

A designer and manufacturer of liquid packaging machinery for the biotech and pharmaceutical industries, *intelli*Tech is a small company with fewer than 25 employees. The company had dabbled in international sales, yet knew that overseas markets offered a great opportunity for growth that should be explored.

Demystifying Exporting

Through her contacts in Maryland, *intelli*Tech President Barbara Biller learned about the ExporTech program offered by the U.S. Export Assistance Center and its partners in the Manufacturing Extension Partnership, the District Export Council, and the Maryland Department of Business and Economic Development. The program brings together small groups of companies with an interest in entering or expanding in international markets to develop customized international business development plans. For Biller, the class would provide access to resources and knowledge she needed to sell abroad. It could not have come along at a better time.

The small class structure of ExporTech provided a collegial group in which the participants shared opportunities and leads as well as the classroom experience. "The networking continues months after the class has ended," explained Biller.

The four-month program culminated in the creation of a detailed international business plan that the participants presented to a panel of experts. That third-party objective feedback, along with the contacts and resources they provided, helped the company participants to jumpstart their plans into action.

Of particular value to Biller was the logistical and transactional advice she received. "The logistics in international sales is incredibly complex, and can seem daunting. But the class, and the contacts I made helped me to realize that it's not as difficult as it seems. The resources of this class made accessing these markets much easier than it would have been if I had tried to do it on my own."

Measurable and Immeasurable Results

The connections Biller made in the program, particularly with a freight forwarder, led directly to cost savings. This relationship helped them save money on freight and export transaction costs, as well as on overhead in managing the processes.

Biller forecasts that one-quarter of *intelli*Tech's business will come from international markets. Getting there will take time and investments, but the company sees opportunity in selling both their custom and off-the-shelf products in the international arena.

"U.S. manufacturers have to become expert exporters to compete in the global economy," says Biller. "If you are looking to grow your business, you must look abroad."

"You can't put a price on the value of this program—the contacts, the resources, and the knowledge I gained. I am fortunate to have located my company in an area where the state and federal agencies work well together to develop such a valuable service."